

IN THE CLAIMS

Please amend the claims as follows:

168. (CURRENTLY AMENDED) A system for displaying programming to a user, the system comprising:

5 printed stationary stationery having at least one machine recognizable feature;

a feature recognition unit having associated therewith a means for recognizing said feature and a means for transmitting a coded signal in response to the recognition  
10 of said feature;

an intelligent controller having associated therewith a means for accessing said programming material in response to receiving said coded signal; and

a display unit for presenting said programming  
15 material.

169. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said at least one machine recognizable feature has associated therewith a data link which is recognized by  
20 said feature recognition unit.

170. (PREVIOUSLY PRESENTED) A system as defined in claim 169 wherein said data link comprises an image data link.

171. (PREVIOUSLY PRESENTED) A system as defined in claim  
169 wherein said data link comprises a video data link.

172. (PREVIOUSLY PRESENTED) A system as defined in claim  
5 169 wherein said data link comprises a programming data  
link.

173. (PREVIOUSLY PRESENTED) A system as defined in claim  
169 wherein said data link comprises a sound data link.

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174. (PREVIOUSLY PRESENTED) A system as defined in claim  
169 wherein said data link comprises an online data link.

175. (PREVIOUSLY PRESENTED) A system as defined in claim  
15 169 wherein said data link comprises a online shopping data  
link.

176. (PREVIOUSLY PRESENTED) A system as defined in claim  
169 wherein said data link comprises a pictorial data  
20 link.

177. (PREVIOUSLY PRESENTED) A system as defined in claim  
169 wherein said data link comprises an electronic data  
link.

178. (PREVIOUSLY PRESENTED) A system as defined in claim  
169 wherein said data link comprises an electronic media  
link.

5 179. (PREVIOUSLY PRESENTED) A system as defined in claim  
169 wherein said data link comprises an "information  
superhighway" data link.

10 180. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises the internet.

15 181. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises the world wide web.

182. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises a computer network.

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183. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises an integrated services digital network ("ISDN").

184. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises a telephone line.

5 185. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises a cable access television line ("CATV").

10 186. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises a local area network.

15 187. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises a wide area network.

188. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises a data communications network.

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189. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises an Internet Product Service Directory.

190. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises a globally based digital communications network.

5 191. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises a wireless network link.

10 192. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises a Wireless Application Protocol internet.

15 193. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises an ethernet network.

194. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises a radio frequency ("RF") cellular network.

20 195. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a bar code.

196. (PREVIOUSLY PRESENTED) A system as defined in claim  
195 wherein said bar code comprises a Universal Product  
Code.

5 197. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises an invisible bar code.

10 198. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a magnetic code.

15 199. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a printed character.

200. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a symbol.

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201. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a pictorial icon.

202. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises an invisible indicia.

5 203. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a two-dimensional figure.

10 204. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises an icon.

15 205. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises an invisible icon.

206. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a watermark.

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207. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises an invisible watermark.

208. (PREVIOUSLY PRESENTED) A system as defined in claim  
207 wherein said invisible watermark comprises a digital  
watermark.

5 209. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a series of alphanumeric characters.

10 210. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a binary code.

15 211. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a digital watermark.

212. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a magnetic strip.

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213. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a code.

214. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises an on line shopping product code.

5 215. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a home shopping product code.

10 216. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises an online shopping service code.

15 217. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a home shopping service code.

218. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises an analog pattern.

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219. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a hieroglyphic character.

220. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said programming material comprises  
information.

5 221. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said programming material comprises a service.

222. (PREVIOUSLY PRESENTED) A system as defined in claim  
221 wherein said service comprises accessing a Web page  
10 related to an organization printed on said stationery.

223. (PREVIOUSLY PRESENTED) A system as defined in claim  
221 wherein said service comprises accessing a Web page  
related to an individual sending said stationery.

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224. (PREVIOUSLY PRESENTED) A system as defined in claim  
221 wherein said service includes displaying promotional  
programming on said display unit of said user.

20 225. (PREVIOUSLY PRESENTED) A system as defined in claim  
221 wherein said service includes conducting an interaction  
with said user via a telephone.

226. (PREVIOUSLY PRESENTED) A system as defined in claim  
221 wherein said service includes conducting an interaction  
between a plurality of users via an online communication  
chat link.

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227. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises a personal  
computer.

10 228. (PREVIOUSLY PRESENTED) A system as defined in claim  
227 wherein said personal computer comprises a laptop  
computer.

229. (PREVIOUSLY PRESENTED) A system as defined in claim  
15 168 wherein said display unit comprises a television.

230. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises a device containing  
a microprocessor.

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231. (PREVIOUSLY PRESENTED) A system as defined in claim  
230 wherein said device containing a microprocessor is  
hand-held.

232. (PREVIOUSLY PRESENTED) A system as defined in claim  
230 wherein said device containing a microprocessor is  
portable.

5 233. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises a personal digital  
planner.

10 234. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises an internet  
appliance.

15 235. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises a cellular  
telephone.

236. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises a wireless  
communication device.

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237. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises a simulated book.

238. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises an intelligent  
terminal.

5 239. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises a web-based  
television.

10 240. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises a pager.

15 241. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises an Internet-enabled  
telephone.

242. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said recognition unit is selected from a group  
consisting of a hand-held unit, a scanner, a bar code  
scanner, an optical code reader, an optical reader, a  
20 personal camera, a personal computer reader, a digital  
camera, a digital mouse and an optical mouse.

243. (PREVIOUSLY PRESENTED) A system as defined in claim  
242 wherein said recognition unit is linked to a personal  
computer.

5 244. (PREVIOUSLY PRESENTED) A system as defined in claim  
242 wherein said recognition unit is linked to a wireless  
interface.

10 245. (PREVIOUSLY PRESENTED) A system as defined in claim  
244 wherein said wireless interface comprises a wireless  
network.

15 246. (PREVIOUSLY PRESENTED) A system as defined in claim  
245 wherein said wireless network comprises a cellular  
network.

247. (PREVIOUSLY PRESENTED) A system as defined in claim  
244 wherein said wireless interface comprises a cellular  
telephone.

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248. (PREVIOUSLY PRESENTED) A system as defined in claim  
244 wherein said wireless interface comprises a pager.

249. (PREVIOUSLY PRESENTED) A system as defined in claim  
244 wherein said wireless interface comprises a wireless  
personal computer.

5 250. (PREVIOUSLY PRESENTED) A system as defined in claim  
244 wherein said wireless interface comprises a personal  
digital assistant.

10 251. (PREVIOUSLY PRESENTED) A system as defined in claim  
242 wherein said feature recognition unit is linked to a  
personal digital assistant.

15 252. (PREVIOUSLY PRESENTED) A system as defined in claim  
242 wherein said feature recognition unit is linked to an  
Internet appliance.

253. (PREVIOUSLY PRESENTED) A system as defined in claim  
242 wherein said feature recognition unit is linked to a  
television set.

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254. (PREVIOUSLY PRESENTED) A system as defined in claim  
242 wherein said feature recognition unit is linked to a  
cellular telephone.

255. (PREVIOUSLY PRESENTED) A system as defined in claim  
242 wherein said feature recognition unit is linked to a  
personal digital assistant.

5 256. (PREVIOUSLY PRESENTED) A system as defined in claim  
242 wherein said feature recognition unit comprises a  
portion of a remote control.

10 257. (PREVIOUSLY PRESENTED) A system as defined in claim  
242 wherein said feature recognition unit comprises a  
portion of a handwriting implement.

258. (CURRENTLY AMENDED) A method of providing a user  
access to programming material, comprising the steps of:  
15 printing a machine recognizable feature within a  
printed ~~stationary~~stationery;  
scanning said machine recognizable feature of said  
~~printed~~ ~~stationary~~stationery; and  
transmitting data associated with said machine  
20 recognizable feature via a communication link to  
access said programming material, wherein said  
programming material is related to said ~~printed~~  
~~stationary~~stationery.

259. (PREVIOUSLY PRESENTED) The method of claim 258 wherein  
said communication link includes the Internet.

260. (PREVIOUSLY PRESENTED) The method of claim 258 wherein  
5 said machine recognizable feature is selected from a group  
consisting of bar code, universal product code, invisible  
bar code, magnetic code, printed character, symbol,  
invisible indicia, two-dimensional figure, icon, invisible  
icon, watermark, invisible watermark, digital watermark,  
10 series of alphanumeric characters, binary code, magnetic  
strip, code, analog pattern, and hieroglyphic character.

261. (CURRENTLY AMENDED) A method of providing a user  
access to supplemental programming material associated with  
15 a printed ~~stationary~~stationery, comprising the steps of:  
printing a machine recognizable feature within said  
~~printed stationery~~stationery wherein said machine  
recognizable feature has associated therewith a  
command sequence for accessing programming  
20 material;

scanning said machine recognizable feature within said  
~~printed stationery~~stationery and downloading data  
indicative of said machine recognizable feature  
via the Internet to a remote server;

accessing programming material from said remote server; and

transmitting said programming material to said user allowing said user to perceive said programming material in a humanly perceptible form, wherein  
5 said program material is related to said ~~printed stationery~~ stationery.

262. (PREVIOUSLY PRESENTED) The method of claim 261 wherein  
10 said programming material comprises multimedia.

263. (PREVIOUSLY PRESENTED) The method of claim 263 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible  
15 bar code, magnetic code, printed character, symbol, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric, characters binary code, magnetic strip, code, analog pattern, and hieroglyphic character.